



Personal Defense Readiness™ **Regional Seminar Program** **Hosting Guide**





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Benefits of Hosting a Blauer Tactical Systems Regional Seminar:

1. If you are not yet affiliated with Blauer Tactical Systems and the PDR Team, hosting a Regional Seminar Program (RSP) is a great way to experience first hand (both personally and professionally) the benefits the PDR Program and S.P.E.A.R. System have to offer you and your students,.
2. For those of you already on board, a RSP is a great way to attract new students, clients and groups to your programs. Usually there are several potential students and/or attendees who know of groups that could benefit from your services. The RSP instructor will help you cultivate these contacts and improve your networking skills
3. Exposure to Tony Blauer's senior instructors can be a great motivator for your current students to become more committed to your program(s). They will also see you investing in their safety and well being, building stronger bonds within the program.
4. Media coverage of the RSP and even word of mouth marketing can enhance your program's credibility, helping establish you as a personal safety professional in your community.
5. The RSP instructors are experts at setting up and running events. It is a great way to gain hands on experience that will benefit you in the future
6. For those on the PDR Team already, working with and assisting the RSP instructor will help you gain valuable training experience that will positively impact your future events.
7. RSP's are easy to promote, surprisingly affordable, and potentially profitable to host.



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Here's what other's have said about Personal Defense Readiness Seminars:

Dear Coach Tom,

I am a female student of Budo frma, who attended your regional PDR seminar May 3rd. Although I have had some exposure to basic PDR and the S.P.E.A.R system I found your seminar to be very informative and motivating. Your explanation of the physiology and theory behind the flinch helps me better understand how and why I would respond to a stimulus, giving me faith that my reactive brain will protect me, allowing me to convert my flinch into something tactical. Learning F.E.A.R. management and the Cycle of Behavior deeply touched and empowered me! I left giving myself permission to view all confrontations as a challenge and not a threat. Never giving the opponent undo power or skills. Having this mind set will result in more desirable decision making and ultimately a more desirable end result to any confrontation. I also thoroughly enjoyed working through the many S.P.E.A.R. strengthening and sharpening drills, reinforcing the theory of the flinch and converting it into the SPEAR. Lastly, successfully defending myself against an attacker in the BMF using nothing more than what was taught, totally juiced and empowered me. I feel very confident that I could defend myself and my family against an attack. Thank you for a wonderful and powerful seminar. Your passion and dedication for passing on the benefits of Tony Blauer's PDR system are evident. I look forward to future PDR seminars with you.

Sherry Dudnick

***This class was AWESOME!!!!** I still can't believe what we were able to learn in such a short time. I was not really sure what to expect, especially having no martial arts background. Your teaching techniques and program are definitely geared to all. Your knowledge, passion, and belief in the S.P.E.A.R. System were evident throughout the day. Although I must say I don't know how anyone could not believe in this program. How fulfilling it must be to teach others such a valuable tool for survival. This is something you really can't afford to miss. I feel very lucky that fate directed me to this course. Thank you Tony Blauer for creating such a program.*

Kelli Firefighter/EMT

"The information I received from taking P.D.R. was incredible! I had to ask myself why haven't I ever taken self-defense before? I was a little nervous when we started, but as we went through the simple steps of the defense tactics I really started to get into it! I was very impressed that even the martial artists were learning something. I am so glad that I over came my fear in taking this class and what I learned about myself in doing so was that I have a fear of being confronted! No one wants to have to fight off an attacker, but I definitely don't want to be the victim who tells the story with "I wish I could have done something"! I learned that I am in control of my well being and if I don't exercise a plan I could become a victim of my own unmanaged fear!"

Dedre Ferguson (parent)

"I am sure there is not one parent who does not take extreme precautions with the safety of their children. We put all types of safety nets and run many scenarios endeavoring to give them ideas how someone could try to endanger them. What is so uncanny, is that as adults we also face similar situations, and how well are we prepared (particularly women)? I was so naive and I'm sure there are many like me, who very innocently would let someone into "our world" with possible devastating results I feel stronger, mentally and physically for the knowledge I have gained. I believe the program was a positive experience for me and recommend others to take the time and prepare themselves. I am glad I took time for "me" now because I am worth it!"

Bonnie Cobb

"I really enjoyed your class on Saturday, for a lot of different reasons. First and foremost I began to understand the importance of how our reactions allow us to become victims, something I wish I had known many years ago. When I was 14 I was raped and it was a very devastating experience even until just recently to deal with. I was nervous going into Saturday, but when I left I had a very different feeling. I am very thankful that I went through this training and want to do more classes. I finally feel like I am regaining the confidence taken from me all of those years ago.

Thanks for helping me! "

Allie F.



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Tony

I just wanted you to know Tom and Dana did a GREAT job and everyone walked away sweating and smiling! I believe the seminar was a huge success and I have been asked by my students to hold another seminar this fall. If this could be arranged I would like to invite them both back in Sep or Oct.

All my very best to you and Blauer Tactical Systems!

Jack Bolowski- KravMaga DFW

"I would highly recommend The Spear System/Personal Readiness Program. Those who are learning or are proficient at Krav Maga will find the SPEAR System an excellent pre-fight bridge into maximum utilization of their close combat tool set. The focus on the mental preparation for "the fight" is typically lost in most training, but is covered in detail with the SPEAR SYSTEM. Tom and Dana Arcuri provided a great learning environment for us at Krav Maga DFW which was greatly appreciated by all attendees."

*Michael M. Kawa
President
TeleQuest Corporation
CPT, Infantry, US ARMY (ret.)*

Tom and Dana,

Thank you for the training on Saturday. I thought it was a tremendous presentation, and very professionally done. As I stated on Saturday, after more than 30 years in the arts I was so discouraged with all these so-called "ultimate in self defense " seminars. After sitting through them I always walked away with a very unsure feeling as to whether or not these techniques would actually save your life in a real world conflict. After my first Spear seminar I was so excited to finally learn and apply techniques that were simple, and yet effective in most any situation. As a retired Corrections officer, I quickly learned in Jailhouse altercations, that simple and straight forward techniques are what really work, and that is exactly what this system is founded on, instead of the movements of animals, which are what traditional arts where patterned after, this is founded on the genetic make up of people...who would have thought? ☺ Anyway, I thank you for the simple and clear way you presented the program, and look I forward to many more. Thanks again!

Jerry Charbonneau

Tom,

It's difficult finding the right words to express how impressed I was with your SPEAR seminar. Prior to the seminar I was expecting little that would actually benefit me; however, after the seminar I was truly and deeply moved, educated and inspired: I was blind but now I can see! I was amazed at how natural all the techniques were and how applicable to my own study of Modern Jujitsu over in Albany.

Your helpers were knowledgeable and greatly helped with demonstrating new techniques. They were obviously well trained, making the drills realistic and effective.

Please keep me in the loop on upcoming seminars.

Craig Talarico

Here are some video reviews from previous PDR Regional Seminars:

- <http://video.google.com/videoplay?docid=-1076597491104366661>
- <http://video.google.com/videoplay?docid=4315622102093906988&hl=en>



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I. Sponsoring a BTS Seminar (Already integrated programs*)

*If you are not a PDR team member or are new and planning the seminar as a jump off point for your program skip to (II)

- You have established PDR as a presence in your facility, as a part of your regular curriculum, a stand-alone offering, or both. Your goal now is to increase enrollment in your program and build an audience for future seminars featuring Coach Blauer or BTS staff. This can be accomplished in several ways. The following are some suggested approaches to follow:
 - Teach classes in your facility. Invite current, students, parents, family members, and the general public.
 - Invite and/or network with MA schools that you have a relationship with. Some MA schools have little or no self-defense in their curriculum and are open to enhancing their offerings. We have had PDR team members become guest instructors in these facilities.
 - Capture contact information on all attendees for an emailing list of recurring invitations to other PDR events. Also, if available at your facility, invite them to ongoing weekly training. This will provide you with a built in audience for your BTS seminar

II. Preparing for Your BTS Seminar

- **Plan Ahead** (*three-six months is recommended*)
 - Contact the office to coordinate dates. The earlier you plan your event the better.
- **Define the Audience & Theme & Length**
 - Standard Regional Seminar - for beginners and experienced alike, 13yrs & up. (*Recommended for 1st time events*)
 - Advanced Seminar for experienced students only
 - Women's Seminar - 13yrs & up
 - Children's Class - 7-12 yrs (½ day)
 - Contact the PDR director for help defining the appropriate:
 - Theme for the seminar
 - Length of seminar (½, 1, or 2 day seminar)
 - Hours of instruction. (Usually 10-5pm for full day)
- **Budgeting**
 - Our standard *Regional Seminar* is a full day:
 - Requires a guarantee of 15-20 students (Tuition \$75-\$99 set by host).
 - We will collect tuition for you through our automated services.
 - The host keeps 60% of tuition over \$1500.
 - A deposit is required (*see the hosting agreement*)
 - A turnout of 30 participants can easily cover expenses plus a profit.
(*Separate fees for Tony Blauer appearances are on a case-by-case basis and subject to availability)
- **Choosing a site for the seminar**
 - If your program/school site is not large enough or not available you cannot arrange to use, arrange to use another facility like:
 - A MA school in exchange for free training slots and/or profit split,
 - A YMCA or similar facility
 - A private hall such as a VFW (*They are often willing to rent their facilities.*)
 - A Public or Private School
 - 1500 sq ft of open space will support up to 35 attendees. (Add 200 sq ft for every 5 additional attendees.)
 - Mats or carpeted floors are preferred over hardwood and concrete.
 - There should be water and bathroom facilities available.
- **Waivers and Insurance**
 - BTS provides a comprehensive waiver to which your name(s) can be added to upon request
 - You should carry liability insurance as a matter of course. (Proof of insurance may be required to secure a training space.)



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III. Promoting the Seminar

- **Start early** and use this time to build interest in the seminar throughout your program and community.
 - **Hand out approved articles and flyers** promoting the event at regular intervals.
 - **Give mini presentations** to your instructors, students, parents and/or a select group of students.
 - **Use approved BTS clips from DVD,s or web based videos** to for those with little or no awareness.
 - **Network and invite** other MA schools/programs that may want to attend.
 - **Have your current students help advertise** your local seminars/classes through:
 - Flyers,
 - Word of mouth and
 - Utilizing any networking connections they may have. Ex. Medical professionals, teachers, women's groups, college faculty etc..
 - Some newspapers will **print news releases** on your event for free. Ask for example if needed.
 - **Make contact with Law Enforcement agencies that may be interested** in learning about the SPEAR System and meeting one of BTS senior coaches. Refer them to the website or to staff for additional information.
 - **Invite other MA schools** in your area.
 - **Coordinate with the Office** BTS Seminars are promoted free of charge in:
 - BTS Newsletters
 - Public and private forums
 - BTS Websites and blogs
 - All relevant mailing lists
 - National ads (if running and applicable)

IV. Registration

- We will start **registration 90 days ahead** of the seminar date
 - We will keep clear records, receipts and rosters and share them with you.
 - A confirmation, balance due, directions, hotel info, and training times will be sent upon registration.
- **Set a limit** on training spaces available
- **Ask for payment** in full to hold a spot (commitments will ensure a better turnout)
- **Give a small discount** for: (examples not mandatory)
 - Bring a friend or family member. (ex. \$75 for 1 \$135 for 2)
 - Early registration is \$75 – choose a deadline and charge \$10-25 extra for late registration
 - An instructor that brings 5 students gets one slot free.

V. Seminar Day

- **BTS PDR Team needs from you**
 - Projector & Speakers (laptop compatible)
 - Power stripe & ext cord for above.
 - Table for product displays & registration (6-8ft). (*Team will bring a limited number of t-shirts, DVD's etc.*)
 - Table (2-4 ft) for computer and projector
 - Pens, push pins, tape, calculator, clip boards (*please have some 5's & 10's to help make change*)
 - A trusted helper to man registration and product tables during start up and at breaks.

VI. Contact Blauer Tactical Systems For Additional Assistance

Contact PDR Program Director Tom Arcuri for additional information or to book a seminar.

Tom@pdrteam.com or (315 867 3841).



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